

Public & Stakeholder Participation Results

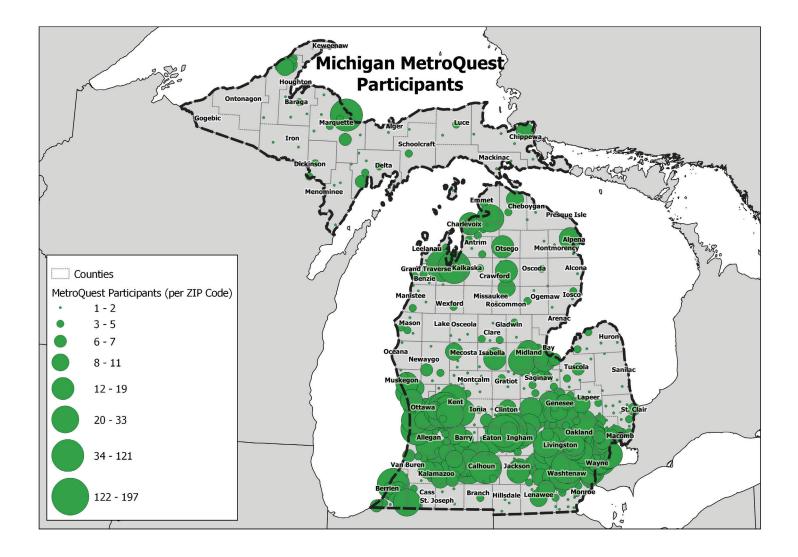




MetroQuest Survey

An interactive, online survey tool called MetroQuest was used to provide general information about the SLRTP, to identify the public's transportation priorities, to show the tradeoffs that occur when choosing one priority over another, and to gather general public input. The success of using the platform, in terms of engaging as many people as possible, depended on informing the public and stakeholders about its availability and capabilities. Therefore, a proactive outreach campaign was conducted to direct people to the MetroQuest page. This effort included social media ads and posts, prominent positioning on the SLRTP website, news releases, mass distribution e-mail "blasts", links in letters to stakeholders, promotion through presentations, and other communications efforts.

- The MetroQuest site was available from January 1 to April 15, 2019.
- There were 10,108 visitors to the MetroQuest site.
- There were 6,300 surveys completed through the MetroQuest site.



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Tradeoffs

= "Neutral"

Modal Priorities:	More improvements for cars and trucks	OR	More improvements for bikes, pedestrians and transit
	38%	9%	52%
Infrastructure:	Invest in new infrastructure	OR	Upgrade/improve the quality of existing infrastructure
	31%	8%	61%
Improve Mobility:	Increase capacity by adding lanes and/or other infrastructure	OR	Manage demand with technology and other travel mode alternatives
	30%	9%	62%
Safe and Secure Trave	l: Invest more in traditional safety infrastructure	OR	Invest more in new 'intelligent' technologies such as changeable message signs
	28%	18%	54%
Passenger Transportation:	Increase transit and other passenger services on popular routes	OR	Increase transit and other passenger services to new areas
	38%	17%	45%
			Source: MetroQuest survey

Source: MetroQuest survey

Priority Ranking

Shows the number of times the issue was ranked in the top 5



Provided Definitions:

Transportation System Maintenance

Invest in repairing, maintaining or replacing highways and bridges, structures, transit systems, ports, airports, and technologies to better communicate with the public.

Quality of Service

Increase the use of technologies to enhance transportation services and communication to maintain customer satisfaction. Also, invest in enhanced public transit services and vehicles to better serve the traveling public.

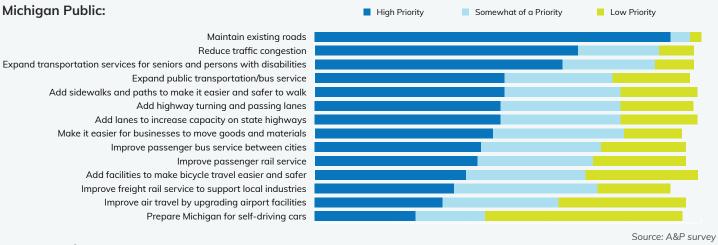
Quality of Life

Transportation system investment that improves the quality of life for Michigan residents. This may include investment that promotes health, sustainability, air and water quality, and multimodal transportation options that are accessible and reliable.

Source: MetroQuest survey

Priority of Michigan Transportation Issues

Q: What type of priority should Michigan place on each of the following issues?



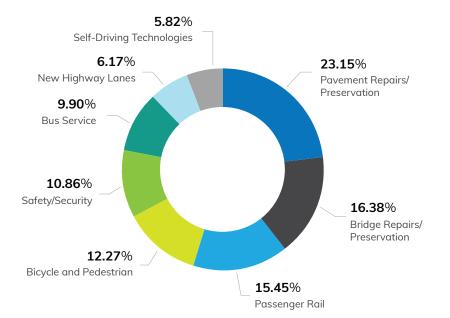




Maintain Existing Roads Reduce traffic congestion Add lanes to increase capacity on state highways Expand transportation services for seniors and persons with disabilities Make it easier for businesses to move goods and materials Add highway turning and passing lanes Add sidewalks and paths to make it easier and safer to walk Prepare Michigan for self-driving cars Expand public transportation/bus service Improve passenger rail service Improve freight rail service to support local industries Add facilities to make bicycle travel easier and safer Improve passenger bus service between cities Improve air travel by upgrading airport facilities

Budget Allocation

The fourth MetroQuest screen asked participants to indicate how they would spend transportation funds. Survey respondents were given the equivalent of \$50 in virtual stars (nine \$5 stars and five \$1 stars) to distribute into eight different transportation categories.



Source: MetroQuest survey

Telephone Town Halls

Telephone town hall meetings were held at 5:30 pm on February 5, 2019 and 10 am February 6, 2019. The town halls provided members of the public the opportunity to take part in a public forum without having to leave their homes. Phone calls were made to 25,271 potential participants in Michigan who were given the opportunity to join a conference call to learn about the SLRTP, ask questions and offer comments.

People receiving the calls could opt to join the town hall, where they heard a brief introduction about the SLRTP and could ask questions through a facilitated process. Questions that could not be answered during the calls were answered on the MM2045 website.

- > A total of 3,048 people chose to join the call for some duration of time.
- The maximum number of participants at any one time during the calls was 621.
- People joined the town halls on average for 5.91 minutes.

